

For Immediate Release:



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## **Snap Dog, Inc. Introduces “The Hot Dog With Its Name On It!”™ at the National Restaurant Association (NRA) Show**

*KNOW YOUR DOG!*

**Chicago, IL (May 20, 2017)** – Snap Dog, Inc. will debut their premium beef franks and sausage at this year’s National Restaurant Association (NRA) Show, the largest annual gathering of the restaurant, foodservice and hospitality industry, taking place on May 20-23, 2017. Known as “The Hot Dog With Its Name On It,”™ Snap Dog utilizes a unique, all natural technique of branding their company logo and the word “beef” on the surface of every Snap Dog. This lets consumers know exactly what kind of hot dog they are being served in the public.

Born on the streets of NYC, Snap Dog has been the brainchild of former New York Restaurateur Keith Dorman, who has set out on a mission to upgrade the hot dog experience across America. Dorman ensures that Snap Dogs are made with 100% premium beef and cooked the old-fashioned way, in a real smokehouse. The “branding” that appears on the actual surface of the hot dog makes Snap Dog the most innovative product to hit the hot dog category in decades.

Founder & CEO Dorman says, “Let us, once and for all, take the mystery out of what hot dog you’re really being served. Today’s consumers want to know their hot dog!”



At this year's show, Snap Dog will feature three distinct SKU's that cater (no pun) directly to the foodservice industry. Snap Dog has a specially formulated frank for those foodservice operators who prepare and hold their hot dogs in a water & steam environment. Another formula is for those operators who use heated rollers or grills to prepare and hold their hot dogs, and there is a special "Children's Nutritional Program" SKU, which complies with school lunch programs across the nation. Snap Dog, Inc. believes that parents and students alike have a right to know exactly what hot dog they're being served at school.

In addition to their skinless beef franks, Snap Dog offers a skinless, spicy, jumbo beef sausage, natural casing franks, and their very own NYC Pushcart-style Onion Sauce. Be sure to have a free taste of their products at Booth # 10645.

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